

.. YOUR ..  
**FINAL**  
**TYPEWRITER**



Oliver



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# Your Final Typewriter

**I**N THE No. 5 OLIVER you will find your final typewriter.

After fifty years of unremitting effort, of endless toil, of immense expense, of desperate struggle, the limit has been reached.

You will never be able to buy a better typewriter than the No. 5 Oliver.

Perhaps in another model there will be found an attachment here or a device there to meet some exceptional requirement, but for the ordinary use of a typewriter there will be no better typewriter than the Model No. 5 Oliver.

You get this typewriter knowing that it will be your last, all you will ever need, unless it may be more of the same kind.

Since the idea of the writing-machine was first conceived, men have dreamed, have planned, have worked all to this end: to create a typewriter that would be standard, that could safely be bought as the final typewriter.

You do not want to buy a new typewriter every few years; you want one that will last and be in style as long as you need it.

**T**HE HISTORY of the development of the typewriter records many pitiful failures, the death of great expectations, the loss of fortunes and tragic disappointment.

During these fifty years of typewriter history a hundred or more different makes have found their way on the market only to fail at the public test.

On the typewriter rests a great responsibility. Without it the world's business must stop. Nothing short of perfection within human limit can be accepted.

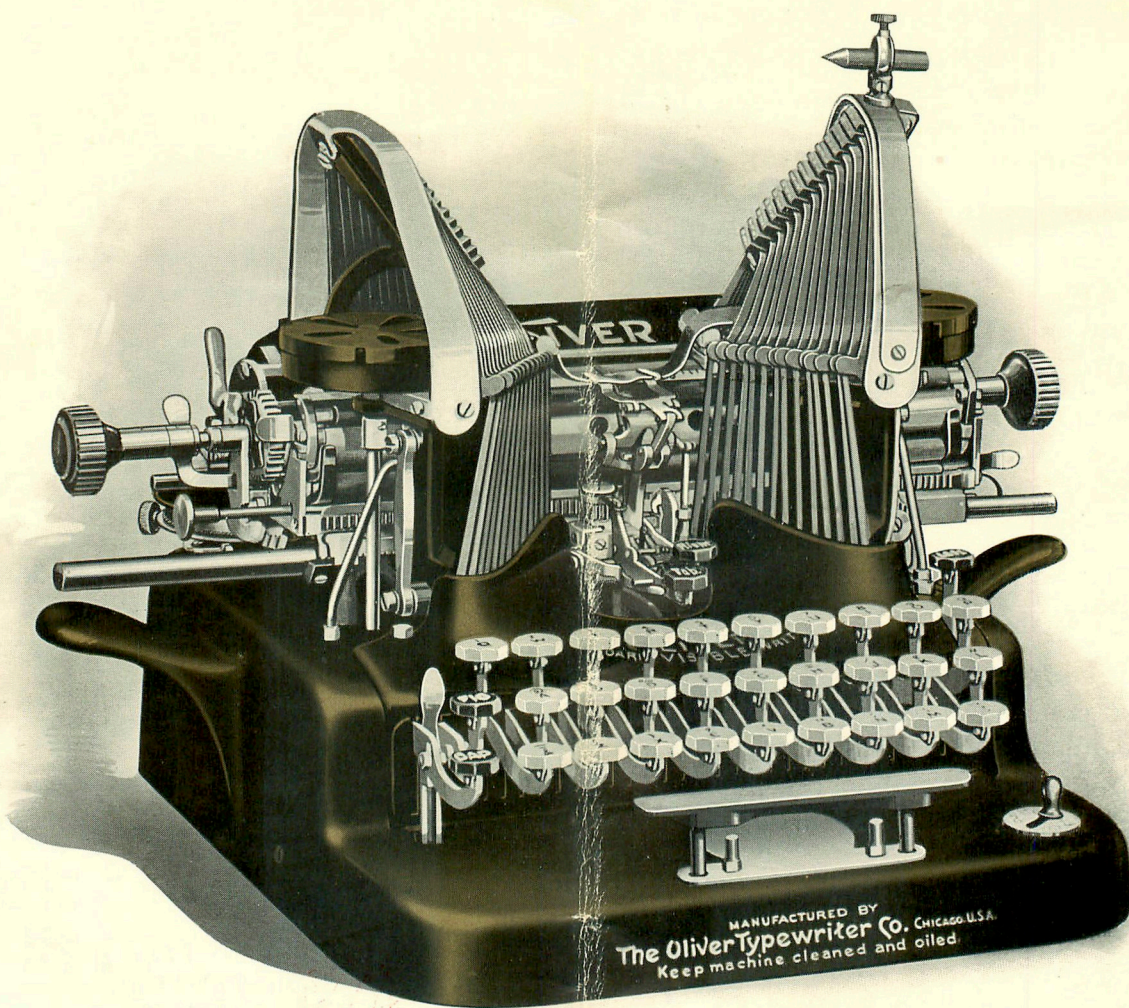
It was inevitable that typewriters that would break down, typewriters that were complicated, typewriters that were slow, typewriters that were not visible, would fail; and fail they did.

Out of the vast number that were launched with trumpets blowing, heralded by great claims, there are only a few survivors—perhaps four or five (of the standard makes); and of these four or five it is reasonable to predict that only those that are constructed on the proper principles will survive.

**T**HE OLIVER has solved the mechanical problem correctly. The Oliver principle meets the most exacting demand of business standards, and the Oliver principle is protected by United States patents.

Great sums of money, superb sales organizations, do much. Like the pumps of a sinking vessel, for a time they will keep the less perfect typewriters afloat, but not forever.







Already to the knowing appear signs of distress.


It is significant that the great commercial establishments who are enormous users of typewriters, who are masters of business detail, who do nothing by guesswork, have found that the Oliver is the machine that stands the test. The two largest users of typewriters in the world use the Oliver. They have replaced the other makes.

One hundred and eighty-three railroads use Oliver's.

In all parts of the world, wherever typewriters are used, the Oliver is the standard.

The management of this Syndicate is satisfied that it could not successfully sell any other make.

When a hundred or more typewriters have failed, it seems folly to invest in any but the tried and proved.

  
**T**HERE ARE thousands of typewriters of various makes consigned to the junk-heap because they cannot be repaired. The factories that made them are no more—repair parts are not obtainable. They have no cash or "trade in" value.

Those makers who built what is known as the out-of-sight, the blind or under-stroke typewriters, have all had to discontinue making them. Some have started in with new models—visible writing.


Strange as it may seem, these makers with their former experience could not produce a satisfactory visible model. Their machines seemed all right before they left the factory, but in the hands of the public they proved defective. They gave a lot of trouble and dissatisfaction.

This experience proves, beyond any question of doubt, that it is not safe to invest any money in any new make or new model of an old make. Let the years tell—you do not have to take the risk.

The No. 5 Oliver typewriter has stood the test for years.

It is a well-known fact among manufacturers of any kind of mechanical devices that only the public test is the sure test. Factory tests are not sufficient, otherwise there would not have been the immense number of failures.

Right now, nearly every month sees some change or other in all the new models. The Oliver No. 5 needs no changing.

  
**T**HIS SYNDICATE recommends and endorses the No. 5 Oliver typewriter in the absolute conviction that it is the most dependable of all typewriters.

Look carefully at the picture. *This* typewriter is built right side up. The typebars strike downward. The weight is in the base—in the foundation. Surely it is folly to build a typewriter upside down, to put the weight at the top instead



of at the bottom, to work against the law of gravity instead of downward with it, to make the operator drive the typebar upward.

Although the typewriter is a piece of machinery, it is used in the office and the home, and it is fitting that it be pleasing in appearance.

The Oliver No. 5 is famous for the beauty of its design and finish.

The deep olive green of the base and standards, the bright nickel parts, the white keys and the black letters make a combination that is most appealing. One cannot but feel a sense of pride in the ownership of such a beautiful typewriter.

It is a marvel of mechanical simplicity. Its utmost durability is still unknown. None have worn out.

On the showing already made it is only reasonable to predict twenty years of service from a No. 5 Oliver. This means a cost of about 20 cents a month.



**Y**OU can *see* how simple it is, but you can't see how marvelously well made it is.

We feel at liberty to tell the customers of this Syndicate some of the secret facts about its construction which we have learned. We tell these things because we believe you are entitled to know them.

The specifications for the steels used in the Oliver are so extremely exacting

that only a few American mills can supply them. When these mills succeed in producing an ingot of the particular quality that is required, they save it for the makers of the Oliver.

The spring steel used comes from Sweden, the music wire from Germany. There can be no finer material.

Bronze is used in the bearings because bronze has the greatest *wear-resisting* qualities. The axle-bearings of a locomotive would not stand the terrific strain they are subjected to were they not of bronze. Bronze bearings used in locomotives are not of as good quality as the makers of the Oliver insist upon. The special bronze used in the bearings of the Oliver is one of the reasons for Oliver durability. It is much finer than that used for railroad service.

The tin comes from the interior of China.

The copper comes from the Lake Superior mines.

The zinc comes from the world-famous mines at Joplin, Missouri.

Underneath the coatings of nickel and enamel that give to the Oliver typewriter its beautiful, durable finish, is another coat of pure copper.

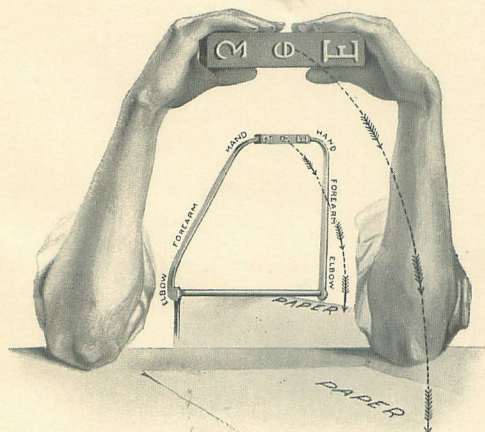
Water will go through nickel, but not through copper.

This unusual safeguard against rust accounts for the machine holding its wonderful luster.



THE MATERIAL USED, the extreme care of the workmen, the system of tests, the rigid inspection, account for the quality. But the main reason for the supremacy of this machine is found in the great basic idea which has been worked out—the Oliver U-shaped typebar, working in double bearings.

This feature alone places the Oliver far in advance of other makes.

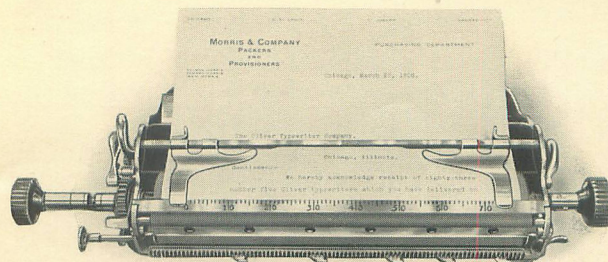


This U-shaped typebar simplifies the machine by eliminating several hundred parts which other standard typewriters require.

It gives the downward stroke, speed, versatility, endurance, beautiful work and light action.

This U-shaped typebar is undoubtedly the most valuable single typewriter feature in the world. It is fully covered by United States patents.

The makers of the Oliver spare no expense to attain perfection.



VISIBLE WRITING was originated by the Oliver. Each letter is in plain sight as printed. The importance of this feature is shown by the fact that all makers of typewriters have had to discard their blind-writing models.

The advantage of seeing the work as it progresses is too obvious to require explanation. Visible writing is an absolute necessity to produce the best results.

It insures both speed and accuracy. Errors are easily seen and corrected.

The Oliver has the Universal keyboard, now adopted by all standard makers.

The operator of one machine can easily change to another because all the keyboards have the same relative position of the letters.

The arrangement of the letters on the Universal keyboard is such as to give the maximum results with the minimum movement. It is of more than usual importance to those who do their own writing.

The Oliver turns out the most beautiful work that ever came from a writing-machine. The type are clear, clean-cut, hard; the alignment and spacing are utterly perfect.



With the use of carbon paper, one can make twenty copies at a single writing on an Oliver typewriter.

One can write in many different colors without changing ribbons.

The action is light because the operation is all through the downward stroke.

It is easily learned because it is simple.

A child can operate it after brief instruction, and a book of instructions goes with each machine.

The Oliver writes on ruled lines, if desired, and one can rule lines with it. For making out bills, and for writing on cards, shipping tickets, telegraph blanks or ruled blanks, the Oliver is greatly superior to any other make.

The weight of the Oliver is in the base, thus reducing vibration. All the working parts are in convenient positions.

The speed is unlimited. No operator can overtake the speed of the Oliver.

**N**ON-VIBRATING AND DUST-PROOF. The base of the Oliver is designed to minimize vibration and to encase the interior mechanism, keeping out dust and dirt.

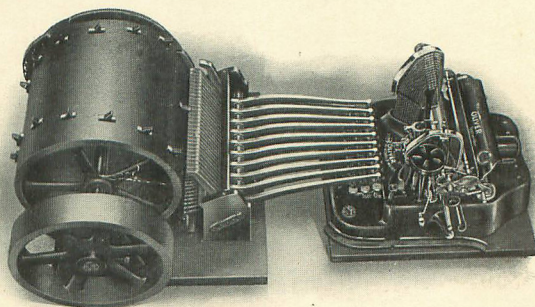
**A**UTOMATIC. The No. 5 Oliver is equipped with an automatic tabulator, an automatic line-indicator and an automatic paper-register.

## **V**ERTICAL- AND HORIZONTAL-LINE RULING-DEVICE.

This is the only ruling-device on any typewriter. In conjunction with the tabulator it becomes a wonderful convenience.

**D**ISAPPEARING INDICATOR. This clever device does away with comparison of scales. It indicates the exact printing-point, disappearing with the stroke of the typebar.

**A** FURTHER EVIDENCE of the thoroughness of the methods of the makers of this typewriter is the exerciser, a picture of which is shown.



This is a mechanical device that operates every Oliver typewriter manufactured. It runs at a speed impossible for man to reach, and furnishes proof of the Oliver claim to unlimited speed. This speed test also serves as a factory test to find any possible flaw in workmanship or material before the typewriter finally leaves the factory.



**A**ND, ABOVE ALL, the No. 5 Oliver is simple. It is trouble-proof and sturdy. There is practically no wear-out to it.

It is free from devices which, without adding any value, complicate the mechanism.

We recommend no device on a typewriter which is not necessary to the work in hand.

For most users of a typewriter the Oliver No. 5 is by far the simplest and most serviceable.

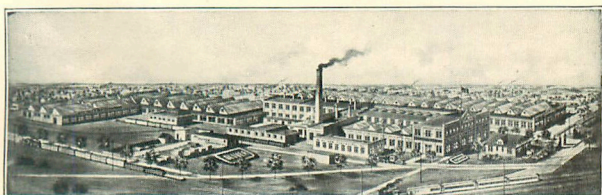
The fact that it does not get out of adjustment, does not require repair, is of immense importance, especially to those who are not located in the vicinity of a repair-shop.

It has twenty-eight keys and eighty-four characters—six characters more than other makes.

The Model No. 5 Oliver is standard size. It is equipped with a 10-inch carriage, taking paper 9 inches wide.

Wider carriages can be furnished if required.

The weight of the machine alone is about 30 pounds; with cover and boxed it is 50 pounds.



**T**HE No. 5 OLIVER has many features not referred to in this booklet. Here we only aim to tell you enough of the quality of this typewriter to induce you to send for it on trial, that you may learn at first hand its complete superiority, its adaptability to your requirements.

Every machine sold by this Syndicate is secured directly from maker and shipped in the original box in which it is packed at the factory.

With each machine are included the metal case, baseboard, ribbon, tools and instruction-book—the complete standard equipment.

With each machine we give the most liberal guarantee ever given on a typewriter.

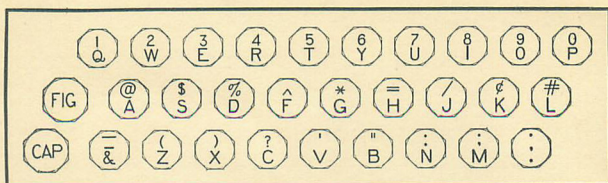


**W**E HAVE these machines made up for us for general use, with the standard Universal keyboard, but we can have them made to order with the lumberman's keyboard or the physician's special keyboard, when the machines are to be used in lumber billing or in writing physicians' prescriptions.

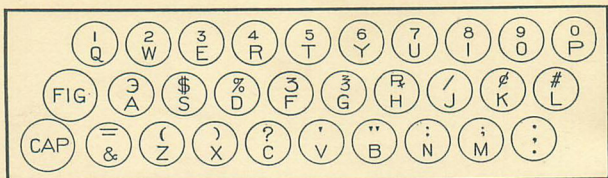
We can also have them made with special large type for clergymen's use for manuscript to be read at a distance.

Diagrams, showing both the different keyboards and the different types, are given.

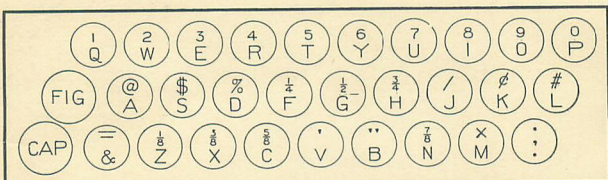




This is the keyboard we always supply except when others are especially ordered.



This is the Universal keyboard adapted to physicians' uses, including the characters employed by physicians. This keyboard, when ordered, is supplied without extra cost.



This is the Universal keyboard adapted to lumbermen's uses, including the special fractions employed in their billing.

This is the Pica type most generally preferred.

This is Clergymen's type for long-distance reading.

This is the special Elite type.

Pica type and the regular Universal keyboard are sent unless otherwise specified.

## TWENTY-FIVE REASONS why the Oliver typewriter is superior to all others:

- DOUBLE TYPEBAR
- DIRECT CONNECTION WITH LEVERS
- DOWNWARD STROKE OF TYPEBAR
- UNIFORM DEPRESSION AND TENSION
- RAPID ESCAPEMENT
- LIGHT, ELASTIC KEY-TOUCH
- VISIBLE WRITING
- NO RESISTANCE OF UNIVERSAL-BAR
- TABULATING AND BILLING
- PERFECT PAPER-FEED
- AUTOMATIC LINE-SPACING
- AUTOMATIC LINE-INDICATOR
- RELEASE-KEY
- TYPE FACE UPWARD FOR CLEANING
- LIGHT-RUNNING CARRIAGE
- DURABILITY
- KEYBOARD
- PLATEN
- STABILITY AND COMPACTNESS
- SPEED
- FILLING IN BLANKS OR DATES
- MANIFOLDING
- DRAWING LINES
- WRITING IN COLORS
- MIMEOGRAPH WORK

THE MANUFACTURERS' PRICE on the No. 5 Oliver, equipped with the standard 10-inch carriage, with complete equipment, including metal case, is \$100.

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